



County of San Diego

HEALTH AND HUMAN SERVICES AGENCY

NICK MACCHIONE, FACHE
DIRECTOR

WILMA J. WOOTEN, M.D., M.P.H.
PUBLIC HEALTH OFFICER

PUBLIC HEALTH SERVICES
HEALTH SERVICES COMPLEX

3851 Rosecrans Street
San Diego, CA 92110
(619) 542-4170 FAX (619) 542-4186

Epidemiology & Immunization Services
Emergency & Disaster Medical Services
HIV, STD and Hepatitis
Maternal, Child and Family Health Services
Public Health Laboratory
PH Nursing
Border Health
TB Control & Refugee Health
Vital Records

CTG/HEALTHY WORKS ACTION INSTITUTE JUNE 12, 2013 | 11:30 AM – 5:00 PM TOWN AND COUNTRY HOTEL, SAN DIEGO

AGENDA

11:30 am	Registration and Networking Lunch
12:00 pm	Welcome, Goals, Introductions and Agenda Review <ul style="list-style-type: none">• Dr. Wilma Wooten, MD, MPH, Public Health Officer• Nick Macchione, HHSA Director• Supervisor Ron Roberts, Fourth District, CTG Leadership Team Chair• Facilitators<ul style="list-style-type: none">○ Chris Paterson, Director of Community and Leadership Development, Community Initiatives○ Stacy Wegley, Senior Associate, Community Initiatives
12:30 pm	(Re)Discovering Our Shared Foundation
1:20 pm	Concurrent Breakouts: Shared Learning, Problem Solving and Action Planning <ul style="list-style-type: none">• Smoke-Free Environments (Eaton Room)• CTG Communications (Fairfield Room)• Healthy/Safe Physical Environments (Hampton Room)• Clinical and Preventive Services Communications (Windsor Room)
2:40 pm	Break
3:00 pm	Report from Breakouts
3:40 pm	Stepping Back; Looking Ahead
4:40 pm	Wrap Up & Next Steps
5:00 pm	Adjourn <ul style="list-style-type: none">• Dean Sidelinger, MD, MEd, Child Health Medical Officer, HHSA

Facilitation services provided by Community Initiatives

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HEALTHY AND SAFE PHYSICAL ENVIRONMENTS BREAKOUT SESSION

HAMPTON ROOM / 1:20 PM - 2:40 PM

Session Lead: Shelley Saitowitz and Tina Zenzola

Session Facilitator: Chris Paterson

Note taker: Lisa Hoffman

AGENDA AND FACILITATION QUESTIONS

- Welcome and introductions
- Brief overview and updates on activities for SRTS, CS, ITHIM, RP and HIA, including some of the challenges with moving this work forward (at the regional and at the local level)?
- What are some potential opportunities?
- How do we advance opportunities/solutions identified? What roles might Leadership Team members and partners play to support this?
- What are some of the statewide/national directions or opportunities that we should consider?
- What are next steps?



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CLINICAL AND PREVENTIVE SERVICES COMMUNICATIONS BREAKOUT SESSION

WINDSOR ROOM / 1:20 PM - 2:40 PM

Session Leads: Ches Blevins

Session Facilitator: Stacy Wegley

Note taker: Christy Lopez

AGENDA AND FACILITATION QUESTIONS

- Welcome and Introductions
- Overview of Strategic Direction 3
 - Clarify focus for discussion: public education component
- Campaign examples (e.g., Million Hearts, AHA Simple Seven, and local Be There campaign)
 - How can CTG build-off of /complement/leverage these and other campaigns?
- Focusing on just the public education piece for CTG:
 - How can we operationalize these at the community level?
 - Who should we be targeting?
 - What should the message be?
 - What dissemination methods should we use?
- What roles might Leadership Team members and partners play in dissemination?
- What are next steps?



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CTG COMMUNICATIONS BREAKOUT SESSION

FAIRFIELD ROOM / 1:20 PM - 2:40 PM

Session Lead: Dan Bennett

Session Facilitator: Carey Riccitelli

Note taker: Sarah Lavoie

AGENDA AND FACILITATION QUESTIONS

- Welcome and introductions
- Focus of this breakout is on CTG communications around: Smoke-free Environments, Healthy/Safe Physical Environments and School Physical Activity.
- Brief update on status of communications activities and progress
 - Communications dissemination resources that are already in place
- What are the key communications messages for school physical activity, smoke-free environments, and healthy/safe physical environments?
- What are the dissemination methods we could use?
- What roles might Leadership Team members and partners play in dissemination/leveraging opportunities to expand dissemination?
- What are next steps?



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SMOKE-FREE ENVIRONMENTS BREAKOUT SESSION

EATON ROOM / 1:20 PM - 2:40 PM

Session Lead: Irene Linayao-Putman

Session Facilitator: Jackie Werth

Note taker: Ann Vilmenay

AGENDA AND FACILITATION QUESTIONS

- Welcome and introductions
- Brief presentation of the four elements of a strong tobacco control effort, which of these are being addressed by CTG, and the other three areas of potential action beyond CTG.
- Update on CTG tobacco-related activities and progress, including a few strategic opportunities and/or challenges to making further progress in this area (SAY and tobacco procurements).
- Peer to peer coaching/brainstorming/problem solving on 2-3 ripe opportunities.
- How do we advance opportunities/solutions identified?
- Who might have a role? How might Leadership Team members and partners support efforts to move these strategies forward?
- What are next steps?